

Janvi Ghatalia

Brooklyn, NY | (201) 893-0624 | janvipghatalia@gmail.com | [Linkedin](#) | [Portfolio](#)

Helping organizations make clearer decisions by identifying what matters most, why, and what to do next.

Mixed-methods UX researcher with 7 years in user research, strategic planning, and service design, including 5 years in consultancy. I lead end-to-end research (interviews, contextual inquiry, ethnography, diary studies, surveys, and usability testing), partner closely with product, design, engineering, and senior executives, and turn insights from real people into clear product, program, and strategy decisions across healthcare, education, financial access, housing, and criminal justice.

WORK HISTORY –

LEAD RESEARCH, STRATEGY AND DESIGN CONSULTANT | DC Design (Jun 2021 - Present)

Research, strategy and design consultancy serving nonprofit, foundation, and government clients

- **Led research for 15 client engagements** (\$40K–\$500K, 2–9 months), managing cross-functional teams of 4–15 from foundational discovery through post-launch research.
- **Designed and facilitated 25+ strategy, design thinking, and co-creation workshops** (6–100 participants), aligning product, program, and executive stakeholders around research insights.
- **Built research operations** for studies with 600+ participants, improving recruitment, incentive management, and data handling
- **Integrated generative AI tools** into synthesis and reporting, set guidelines for where AI output needed human validation, and mentored junior researchers on research design, analysis, and storytelling.

Selected Projects:

Milwaukee Small Business Continuum of Capital (MKE BOSS) - Milwaukee WI

- **Led discovery research for a 0-to-1 digital platform funded by JPMorgan Chase**, connecting entrepreneurs of color to financial and business support from three CDFIs. Ran discovery interviews, concept testing, and iterative usability testing from wireframes to tested prototypes
- **Turned insights into user stories and feature requirements**, ran think-aloud usability tests of wireframes with lender staff and entrepreneurs
- **Partnered with an external engineering team through the build. MKE BOSS launched in 2024 and reached 100+ entrepreneur leads**, with 61% of funding-seekers also choosing business education, confirming the research finding that capital alone isn't enough. The engagement was renewed five times, growing from \$90K to \$500K

National Policy Board of Educational Administration - National, USA

- **Led research and design of a digital design thinking playbook for school leaders, funded by the Wallace Foundation**, grounded in interviews and focus groups with 80+ students, parents, educators, administrators, and state education agency leaders from 6 states. Turned insights into requirements for a 5-phase platform built with an engineering partner
- **Led a 3-month mixed-methods pilot test** with ~40 school leaders recruited through a **Stanford d.school partnership**, using diary journals, phase surveys, and group calls to evaluate onboarding, usability, and feature value as leaders worked real challenges in their schools
- **Turned findings into a prioritized product roadmap**, covering team collaboration, AI-assisted adaptive prompts, guided onboarding, and peer learning, plus costed investment pathways presented to the NPBEA board and Wallace Foundation to decide the platform's future

For The People - Oakland, CA

- **Led multi-stakeholder generative research** (20 interviews and field observation across 5 stakeholder groups: prosecutors, elected DAs, public defenders, community organizations, incarcerated people), synthesizing findings into 10 prioritized friction points across the end-to-end service journey.
- **Reframed the scope from a single user group to a multi-stakeholder system**, adding formerly incarcerated people's perspectives after showing that optimizing only for prosecutors would undercut the program's core outcome: releases

- **Built a service blueprint, journey maps, and prosecutor archetypes** that became the operating model for onboarding new jurisdictions, now used across 60+ jurisdictions supporting 1,000+ cases.
- **Embedded research into lasting organizational practice.** Leadership built the blueprint and archetypes into a yearly staff training program for new and long-tenured staff, and the blueprint's shared language became part of the legal team's everyday work.

Perinatal Health Equity Initiative - East Orange, NJ

- **Diagnosed why a flagship maternal health program had low enrollment**, leading research with 100+ Black mothers, providers, and community stakeholders (focus groups, in-depth interviews, community intercepts)
- **Understood the enrollment problem through a funnel analysis**, showing mothers weren't declining the program but were being lost at three stages (awareness, enrollment, retention), and mapped 18 specific barriers to prioritized fixes
- **Built a service blueprint, 7-stage journey map, and program curriculum** that gave the organization its first documented operating model, rated very or extremely valuable by 100% of client stakeholders
- **Took research from program design to policy:** designed a community town hall attended by state legislators and health system leaders, and authored a report translating findings into 6 policy recommendations for New Jersey decision-makers

Cradle Cincinnati - Hamilton County, OH

- **Led mixed-methods research with 250+ mothers, caregivers, and healthcare providers** (in-depth interviews, focus groups, surveys, asynchronous video responses, codesign sessions), identifying three leverage points that became the foundation of the organization's 5-year strategic plan, launched publicly in July 2023 - whose strategies became new initiatives including a hospital accountability program and a community resource hub.
- **Led an evaluation of 6 programs against the plan**, leading leadership to sunset 3 misaligned programs and redirect resources to community-validated priorities
- **Built the organization's research and evaluation capacity:** logic models and KPI frameworks it still uses to track and publicly report results, and trained about 25 staff in design thinking and impact evaluation

PRODUCT DESIGNER & RESEARCHER | Memesys Culture Lab (Jan 2018- Jun 2019)

- **Led user research, prototyping, and iterative playtesting** with 700+ users for SHASN, translating player feedback into product decisions with visual design, manufacturing, and marketing teams.
- Research-driven design supported a **\$339K crowdfunding raise** (4,000+ backers), distribution in 70+ countries, and the IndieCade Europe 2019 Social Impact Award.

EDUCATION –

MFA, Design for Social Innovation - School of Visual Arts, New York City (2019-2021)

BDes, Industrial Product Design - MIT Institute of Design, Pune, India (2014-2018)

SKILLS –

- **Research Methods:** Mixed-methods research, in-depth interviews, focus groups, contextual inquiry, ethnography, diary studies, usability testing, concept and prototype testing, surveys, funnel analysis, synthesis
- **Research Operations:** Research planning, screeners and discussion guides, recruitment and participant management, consent workflows, research repositories
- **Strategy:** Human-centered design, design thinking, Journey mapping, service blueprinting, personas and archetypes, impact-effort prioritization, strategic planning, monitoring and evaluation, executive storytelling
- **Leadership & facilitation:** Stakeholder alignment, workshop facilitation, roadmapping, cross-functional collaboration, mentoring researchers
- **Tools:** Figma, FigJam, Miro, Mural, Dovetail, Qualtrics, Airtable, Adobe Creative Suite, ChatGPT, Claude